GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:3919
ANSWERED ON:17.08.2001
MARKETING DEVELOPMENT ASSISTANCE
V. SAROJA

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

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(a) whether assistance being provided under the Marketing Development Assistance Programme has been found insufficient; (

(b) if so, whether there is a demand to increase the amount of assistance under the said programme to encourage the exporters; and (

(c) if so, the details thereof and the action taken in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI DIGVIJAY SINGH)

(a), (b) & (c) : The Government are conscious of the need for providing adequate assistance under the Marketing Development Assistance(MDA) Scheme to encourage the exporters for stepping up their export promotion activities. It is in keeping with this approach that allocations under the scheme have been stepped from a level of Rs.20.0 crores during 1997-98 to Rs.40.0 crores during the current financial year.

During the last three years, amount of assistance given to the individual exporters for exploring overseas markets through sale cum study tours, participation in trade delegations, trade fairs, exhibitions, BSMs etc., has increased substantially. The flow of direct MDA assistance to exporters has increased from a level of Rs.451.27 lakh during the year 1998-99 to Rs.1242.05 lakh during 2000-01. Also direct MDA assistance to SSI exporters has gone up from Rs.270.09 lakh during 1998-99 to Rs.799.64 lakh during 2000-01.